

America Recycles Day Summit – Education and Outreach Roundtable Discussion

October 4, 2019, 1:00 PM – 2:30 PM Eastern

Purpose:

- Discuss work completed by the Education and Outreach steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week-related activities and requests.

Action Items

- Submit 2-3 sentences on partnership activities completed since 2018 by two or more America Recycles Pledge Signers for inclusion in the *National Framework for Advancing the U.S. Recycling System* by **October 15**. You can check if an organization is a pledge signer here: [HYPERLINK "<https://www.epa.gov/americarecycles/forms/america-recycles-pledge>"]
- Submit your America Recycles Profiles and Veteran Stories by **October 15**.
- Submit Innovation Fair Applications by **October 15**.
- Register to attend the Innovation Fair and the America Recycles Summit.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. EPA started the call by taking roll of invited participants and asking additional participants to identify themselves. EPA then reviewed the agenda.

Discuss Education and Outreach Workgroup Progress

- EPA reviewed the priority action for the Education and Outreach workgroup.
 - Collection of positive recycling messages
 - Audience – general public and the press
 - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- The Education and Outreach Steering committee updated the workgroup on its progress.
 - The committee thanked everyone for their responses.
 - They summarized the number and context of responses received.
 - They discussed their plan to develop an infographic based on the responses. Keep America Beautiful (KAB) has volunteered to help with this effort.
 - KAB presented two options for the graphic: commodity-specific (e.g., glass, paper, plastic) or impact-specific (e.g., jobs, energy, greenhouse gas emissions)
 - The Workgroup discussed options and expressed a preference for an impact-specific infographic.
 - The workgroup discussed that additional deliverables might be needed in the future to highlight other positive recycling messages.

Brief update of other workgroups

- Infrastructure

- U.S. Chamber of Commerce Foundation is making progress developing a clearinghouse. We anticipate this will house all the products developed by the workgroups in addition to other relevant resources.
 - A request for resources for the clearinghouse will be forthcoming. The request will include a request for infrastructure funding related resources.
- Markets
 - The steering committee identified APR's Recycling Demand Champions as a successful methodology for increasing the demand for PCR. This steering committee proposed the workgroup create a similar program that would encompass all materials.
 - EPA is working to develop a new Recycling Demand Challenge within its WasteWise Program.
 - The goal is to announce details of this new challenge at the America Recycles Summit.
- Measurement
 - The workgroup developed a draft definition for recycling.
 - A small sub-committee is working to develop a recycling system map.
 - The goal is to present the definition and potentially the map at the America Recycles Summit.

Discuss Contents of National Framework

- EPA provided an update on the development of a *National Framework for Advancing the U.S. Recycling System* (Framework).
- The [[HYPERLINK "https://www.epa.gov/sites/production/files/2019-07/documents/ard_status_report_framework_pdf_for_website_july_2019_1.pdf"](https://www.epa.gov/sites/production/files/2019-07/documents/ard_status_report_framework_pdf_for_website_july_2019_1.pdf)] has been posted on EPA's website and contains information summarizing early efforts of the workgroups.
- **Action:** EPA is requesting information on America Recycles Pledge Signer partnership activities underway/completed since 2018.
 - Information on partnership activities will be included in the Framework which will be published and announced during America Recycles Week.
 - EPA requests partnerships include two or more America Recycles Pledge signing organizations.
 - Format: a short bullet point identifying the organizations and explaining the activity. If possible, please identify what challenge(s) the identified initiative is solving.
 - Please provide responses to [[HYPERLINK "mailto:Boxman.suzanne@epa.gov"](mailto:Boxman.suzanne@epa.gov)]
 - **Due by October 15.**

Discuss America Recycles Week

- EPA provided an overview of the events occurring during America Recycles Week.
- Room blocks are available at the JW Marriott and Donovan hotels. **Book by October 13** for event rates.
- Monday, 11/11 (Veterans Day):
 - Keep America Beautiful (KAB) and Fort Bliss will be hosting an event honoring Fort Bliss's Recycling Heroes in El Paso, TX. Reach out to Keep America Beautiful if you are interested in attending.
- Tuesday, 11/12:
 - EPA will be announcing the 25th Anniversary of EPA's WasteWise program.
- Wednesday, 11/13:
 - Institute of Scrap Recycling Industries (ISRI) will be hosting their annual State of Recycling briefing for the House Recycling Caucus in Washington, DC. Reach out to ISRI for more information.

- U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference in Washington, DC. Reach out to the Chamber Foundation for more information.
- EPA will be moderating a panel on the value of public-private partnerships as part of this event.
- Thursday, 11/14:
 - 1:00-4:00 PM: America Recycles Innovation Fair, co-sponsored by EPA, ISRI, KAB, The Recycling Partnership (TRP), and the Solid Waste Association of North (SWANA) America in Washington, DC.
 - Additional programming during the Innovation Fair is to be determined.
 - Please register here: [HYPERLINK "https://americarecycllessummit.eventbrite.com"]
 - Exhibitor applications are still being accepted. Please apply by October 15th
 - Apply to exhibit at: [HYPERLINK "https://www.epa.gov/recycle/2019-america-recycles-innovation-fair%20"]
 - 4:00-6:00 PM: America Recycles Day reception hosted by KAB.
 - Day 2 of the U.S. Chamber of Commerce Foundation's Corporate Citizenship Conference.
- Friday, 11/15 (America Recycles Day):
 - 10:00 AM-1:00 PM: Second Annual America Recycles Summit hosted by EPA in Washington, DC. The agenda will tentatively include:
 - A report out from America Recycles workgroup steering committee members on the workgroups' accomplishments over the past year, including the various deliverables that will be finalized by America Recycles Day.
 - The announcement of EPA's Recycling Demand Challenge, including the Charter Members of the Challenge.
 - The announcement of EPA's *National Framework for Advancing the U.S. Recycling System*.
 - An open discussion of how we can continue to leverage the America Recycles workgroups and overall effort collectively.
 - Register at: [HYPERLINK "https://americarecycllessummit.eventbrite.com"]